



KSHB-TV

ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **314149 /** **SPENC-Spence for MO Governor**

Original Date / Revision Agency Com 15%

10/08/12 10/08/12 Billing Contact

Advertiser**Spence / Republican / Gove**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact Sales Office EWSDC

814 King Street - Suite 400
Alexandria, VA 22314-3039 Sales Region NAT
Agency Ref

Order Sep 00:30:00

Estimate # **C09C15**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	91	\$21,826.30	\$25,678.00	0.00	10/01/12	10/15/12	91	\$21,826.30	\$25,678.00
Totals	91	\$21,826.30	\$25,678.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/09/12	10/15/12	Today Show II Today Show II	CM	9-10a	11111--	:30	5	\$200.00	P-2	0.00 NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--		5			\$200.00		0.00			
N 2	KSHB	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$50.00	P-3	0.00 NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--		5			\$50.00		0.00			
N 3	KSHB	10/09/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$40.00	P-3	0.00 NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--		5			\$40.00		0.00			



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Print Date: 10/08/12

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Contract / Revision **314149** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:30:00

Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for MO Gov** Estimate # **C09C15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	10/09/12	10/15/12	M-F 12-1p M-F 12-1p	CM	12-1p	11111--	:30	5	\$60.00	P-3	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$60.00		0.00			
N 5	KSHB	10/09/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$50.00		0.00			
N 6	KSHB	10/09/12	10/15/12	M-F 3-4p Jeff Probst show	CM	3-4p	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$50.00		0.00			
N 7	KSHB	10/09/12	10/15/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$125.00		0.00			
N 8	KSHB	10/09/12	10/15/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$125.00		0.00			
N 9	KSHB	10/09/12	10/14/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$33.00	P-3	0.00	NM	1	\$33.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$33.00		0.00			
N 10	KSHB	10/09/12	10/14/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					2	\$35.00		0.00			
N 12	KSHB	10/09/12	10/14/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$175.00		0.00			
N 13	KSHB	10/09/12	10/14/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$50.00		0.00			
N 14	KSHB	10/09/12	10/14/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$550.00		0.00			
N 15	KSHB	10/09/12	10/15/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$75.00		0.00			
N 16	KSHB	10/09/12	10/15/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$400.00		0.00			
N 17	KSHB	10/09/12	10/15/12	Nightly News Nightly News	CM	530-6p	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--					5	\$700.00		0.00			



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Print Date: 10/08/12

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Contract / Revision **314149** Flight Dates **10/09/12-10/15/12** Hiatus Dates
 Original Date / Revision 10/08/12/ 10/08/12 Order Sep 00:30:00
 Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for MO Gov** Estimate # **C09C15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 17	KSHB	10/09/12	10/15/12	Nightly News Nightly News	CM	530-6p	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$700.00		0.00			
N 18	KSHB	10/09/12	10/15/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$800.00		0.00			
N 19	KSHB	10/09/12	10/14/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----11	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----11					2	\$300.00		0.00			
N 20	KSHB	10/09/12	10/14/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----1-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$125.00		0.00			
N 21	KSHB	10/09/12	10/15/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	11111--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$120.00		0.00			
N 22	KSHB	10/09/12	10/15/12	M-F Late News M-F Late News	CM	10-1035p	1-1-1--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1-1-1--					3	\$900.00		0.00			
N 23	KSHB	10/09/12	10/14/12	Sa Late News Late News Sa	CM	10-1030p	-----1-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$800.00		0.00			
N 24	KSHB	10/09/12	10/14/12	Su Late News Late News Su	CM	Late News Su	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$300.00		0.00			
N 25	KSHB	10/09/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$340.00	P-3	0.00	NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$340.00		0.00			
N 26	KSHB	10/09/12	10/14/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----1-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$175.00		0.00			
N 28	KSHB	10/09/12	10/14/12	Wednesday Prime A Wednesday Prime A	CM	7-8p	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$500.00		0.00			
N 29	KSHB	10/09/12	10/14/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$700.00		0.00			
N 30	KSHB	10/09/12	10/14/12	Saturday Prime B Saturday Prime B	CM	8-9p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/14/12	-----S-					1	\$250.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 30	KSHB	10/09/12	10/14/12	Saturday Prime B Saturday Prime B	CM	8-9p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1			\$250.00		0.00				
N 31	KSHB	10/09/12	10/14/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1			\$225.00		0.00				
N 32	KSHB	10/09/12	10/14/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$600.00		0.00				
N 33	KSHB	10/09/12	10/14/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$2,150.00	P-3	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$2,150.00		0.00				
Totals														91	\$25,678.00